# Stephen McShannock


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I am a highly motivated and hardworking individual, recently graduating with my BSc. (Hons) in Interactive Multimedia Design with **First Class Honours.** I am currently working as a Front-End Web Developer at Reflex Studios in Belfast, whilst building upon my own client base and brand; McShannock Design.

I am creatively minded, with an enthusiastic approach to working and an eagerness to learn and develop personal and technical skills. I love the challenge of creating innovative and unique visual concepts with clients, ultimately concluding with a successful solution that exceeds their expectations.

I enjoy creating digital products that incorporate design principles and human psychology, influencing the user into the required action set out initially by the client. This may be such things as getting the user to purchase an item, or add several more items to their basket i.e. up-selling.

My love for visual design and passion for creating digital products on a regular basis, leads to my eventual career goal in becoming an experienced UX/UI designer. I am constantly on the look out for opportunities in this area and would be keen to discuss these further.

Away from the screen, I can be found exploring, cooking and keeping fit. More recently, I swam the equivalent of the English Channel, whilst raising over £1,000 for a charity close to my heart.

# Experience

### Front-End Web Developer

Reflex Studios, 2019 - Present

Whilst working as the Front-End Web Developer at Reflex Studios, I found myself involved in many elements of each project. This included sitting in on client meetings, researching the clients target industry and audience, then using this information to create their project outlines and their end product's goal. This lead to sketching, wire framing, low and high fidelity mock ups and eventually a working prototype. All these steps utilised stages within the UX design process.

In terms of technical skills, Reflex Studios has enabled me to learn and adapt to many new tools, frameworks and languages i.e. Pug, Sass, JavaScript, Tailwind CSS, Git and even different Content Management Systems like Statamic CMS. The above skills were built upon an already established foundation of experience using HTML, CSS and jQuery.

Whist here, I gained valuable experience using Sketch when designing the UX/UI of multiple websites. I also use Adobe Creative Cloud on a regular basis for creating assets and have looked at expanding my UX/UI capabilities with Adobe XD and Figma.

### Freelance Graphic & Web Designer

McShannock Design, 2016 - Present

During this role, I have collaborated with some excellent designers and developers and also worked with some of the most well-established clients in the country. These include, but are not limited to, the 'Northern Ireland Tourist Guide Association', the nationally recognised 'Citizens Advice', and Northern Ireland's number one glossy magazine, 'Ulster Tatler'.

This role has forced me to not just be a graphic and web designer, but to take on all roles in the paper-to-client process.

For a year after graduating university, I was able to dedicate myself to freelancing full time, fuelling self sufficiency due to it being my sole source of income. This was vital in developing personal and interpersonal skills. These include time keeping, collaborating with clients and other professionals and effective communications with the clients themselves, which is ultimately the basis of a successful client relationship.

As a freelancer, the majority of the clients I work with come to me wanting an easily managed website. Wordpress, being the most popular CMS out there, usually meets the clients needs. I have built numerous Wordpress websites, all using different themes and plugins. This shows that I can adapt to different themes, plugins and CMS's and that I am capable of learning new tools and technologies to aid in different web and design processes.

### Warehouse Supervisor

Sainsburys (Servest), 2010 - 2016

Part-time job as a warehouse supervisor in Sainsburys whilst at College. This demonstrates good time management, punctuality and dedication towards my education in Belfast Metropolitan College. Having worked under several different managers and stores along with taking on the role of manager when needed. This demonstrates the ability to work in a team and as a team leader.

# Education

## BSc (Hons) in Interactive Multimedia Design

Ulster University Jordanstown, 2016-2018

Through direct entry into second year following the Foundation Degree in Belfast Metropolitan College, I graduated Ulster University with a **First-Class Honours** Degree and was featured on the Dean's list of outstanding students two years running.

University taught me a lot in relation to the fundamental principles of web design and development, including both front-end and server-side. It was here I learnt a number of new technologies and frameworks such as PHP, JavaScript, jQuery, Laravel, etc. My degree also taught me a lot in relation to the design process and how that a clients/users experience (UX) matters exponentially.

## FdSc in Interactive Media

Belfast Metropolitan College, 2014-2016

Two year Foundation Degree with Belfast Metropolitan College leading onto Ulster University for a further two years. College is where the foundation of my interest in design and development was established. My final grade here was a **Distinction**.

# Key Skills

## At a glance

- Time Management
- Punctual
- Integrity
- Trustworthy
- Creative
- Self Sufficient
- Innovative
- Proactive
- Teamwork & Collaboration
- Adaptable
- Communication
- Empathy

- UX/UI Design
- Adobe Creative Cloud
- Sketch/Figma
- inVision
- Wire framing & Prototyping
- HTML & CSS/SCSS
- Git Version Control
- Statamic CMS
- Tailwind CSS
- JavaScript/jQuery
- Microsoft Office
- WordPress CMS

## Personal

I have accomplished communication skills, both written and verbal, developed through numerous essays and presentations given during my time at college and university. A lot of these skills were also developed via communicating with clients effectively to understand their expected project outcomes. I am able to understand their needs and wants, process these accordingly and either work with what I have from them or be able to reach out to them to ask for the necessary information to be able to finish the task or project.

The ability to prioritise jobs is evident in my organisation of working on multiple freelance projects and dealing with a range of clients at once whilst also working full time at Reflex Studios. This demonstrates great time management skills and dedication.

I value integrity and can demonstrate that as a personal skill as evidenced by my track record of happy clients who trust me from the outset and throughout. I am contacted by clients who have faith in me as a design professional to bring their visions to life. In addition to this, projects are priced accurately and with the client's budget constraints in mind, whilst providing the best possible advice and guidance.

## Technical

My proficiency in working with Adobe CC is proven after passing the Adobe Certified Associate exams, alongside a firm understanding of design theory both within graphic and web design. More recently, I have discovered a love for Sketch and similar design tools such as Adobe XD and Figma for web mockups, wire frames and prototypes.

I am experienced in HTML and CSS along with such frameworks as Bootstrap and Tailwind CSS, due to it being my main focus in my current role at Reflex Studios. I also have a very well established knowledge of Content Management Systems such as Wordpress and Statamic. Despite my current position being a Front-End Web Developer, my passion lies within UX/UI and digital product design.

In addition to all the above I am proficient in the Microsoft Office suite, including Word and PowerPoint. I also have a brief understanding of marketing, including social media marketing which I've researched when trying to gain and establish new connections and clients for my own freelancing. I have also utilised social media and created campaigns for certain clients, helping them grow their online presence.

## More information

More information, including client case studies and testimonials can be found on my website.

## References

References are available upon request.

## Contact

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